

Message Text

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42

ACTION EA-09

INFO OCT-01 ISO-00 EB-07 INR-07 /024 W

----- 103298

R 221007Z JUL 76

FM AMEMBASSY BANGKOK

TO USDOC WASHDC

INFO SECSTATE WASHDC 1104

UNCLAS BANGKOK 20741

E.O. 11652: N/A

TAGS: BEXP, TH

SUBJECT: WTDR/FTI - THE EAST ASIATIC CO., LTD.

REF: USDOC 10311

1. THAILAND
2. CNTRY CODE: 549
3. SER. NO: 0018500
4. THE EAST ASIATIC CO., LTD.
- 4.A. CODE: K
5. 53-55 ORIENTAL AVENUE, P.O. BOX 228
6. BANGKOK, THAILAND
7. ESTABL: 1897
8. EMPL: 950
9. SIZE: (18-X) VERY LARGE
10. REPUTATION: (22-X) EXCELLENT
11. SELLS ITS PRODUCTS IN THE FOLLOWING FOREIGN AREAS LISTED
IN ORDER OF IMPORTANCE: WORLD-WIDE.
12. RPT. DATE: 07/76
- 13A. 28190/235 IMP. AND DISTR. OF INDUSTRIAL INORGANIC
CHEMICALS.
- 13B. 28340/235 IMP. AND DISTR. OF PHARMACEUTICAL PREPARATIONS.
- 13C. 37112/235 IMP. AND DISTR. OF TRUCKS.
- 13D. 35230/235 IMP. AND DISTR. OF FARM MACHINERY AND
EQUIPMENT.
- 13E. 35310/235 IMP. AND DISTR. OF CONSTRUCTION MACHINERY.
- 13F. 35629/235 IMP. AND DISTR. OF BALL BEARING.
- 13G. 35551/235 IMP. AND DISTR. OF PRINTING PRESSES.

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13H. 54190/4 EXP. OF TIMBER.

13I. 47120/9 FREIGHT FORWARDING.

14. CONTACT: K.R. THOMSEN TITLE: GENERAL MANAGER

15. CABLE: INDUSTREAC

16. TELEX: ASIATIC TH2615

17. TEL. 233-2020

18. FINANCIAL REFS: BANGKOK BANK LTD., 9 SUAPA ROAD, BANGKOK; THAI FARMERS BANK LTD., 142 SILOM ROAD, BANGKOK; CHARTERED BANK LTD., P.O. BOX 320, BANGKOK; MERCANTILE BANK LTD., 64 SILOM ROAD, BANGKOK.

19. TRADE REFS: JOHN DEERE INTERNATIONAL LTD., 909 THIRD AVENUE, MOLINE, ILL. 61265; HYSTER COMPANY, P.O. BOX 847, DANVILLE, ILL. 61832; KOHLER INTERNATIONAL LIMITED, KHOLER, WISCONSIN 53044; COMPUGRAPHIC CORP., 80 INDUSTRIAL WAY, WELMINGTON, MASS. 01887; MACK TRUCKS, INC., MACK INTERNATIONAL, BOX M, ALLENTOWN, PA. 18105.

20. AGENCY REP: ASHLAND CHEMICAL CO., DIV. OF ASHLAND OIL INC., CARBON BLACK & SYNTHETIC RUBBER DIVISION, P.O. BOX 2219, COLUMBUS, OHIO, CARBON BLACKS, ACQ: N/A; AUTOMIX KEYBOARDS, INC., REDMOND, WASHINGTON, KEYBOARD FOR PHOTO-COMPOSING MACHINES, ACQ: 1974; CHEVRON SHIPPING COMPANY, 555 MARKET STREET, SAN FRANCISCO, CALIF., SHIPPING, ACQ: N/A; COMPUGRAPHIC CORPORATION, 80 INDUSTRIAL WAY, WILMINGTON, MASS., PHOTOCOMPOSING MACHINES, ACQ: 1973; HYSTER COMPANY, P.O. BOX 2902, PORTLAND, OREGON, FORLIFT TRUCKS, COMPACTION EQUIPMENT AND TRAILERS, ACQ: 1972; I.C.I. UNITED STATES, INC., STUART DIV., CONCORD PLAZA, SILVERSIDE ROAD, WILMINGTON, DEL., PHARMACEUTICALS, ACQ: N/A; JOHN DEERE INTERNATIONAL LTD., 909, THIRD AVENUE, MOLINE, ILL., FARM TRACTORS, LOADERS, MOTOR GRADERS, SKIDDERS, EXCAVATORS, BULLDOZERS, ACQ: 1973; KOHLER INTERNATIONAL LTD., KOHLER, WISCONSIN, GASOLINE ENGINES, GENERATING SETS, ELECTRIC PLANTS, ACQ: N/A; MACK TRUCKS WORLDWIDE LTD., BOX M., ALLENTOWN, PENN., TRUCKS, ACQ: 1974; S & C. ELECTRIC CO., 6601 RIDGE BLVD., CHICAGO, ILL., ELECTRICAL EQUIPMENT, ACQ: 1967; SKF INDUSTRIES, INC., FRONT STREET & ERIE AVE., P.O. BOX 6731, PHILADELPHIA, PA., BALL AND ROLLER BEARINGS, ACQ: 1931; THE PRINTING MACHINERY CO., 436 COMMERCIAL SQUARE, CINCINNATI, OHIO, LABEL CUTTING MACHINES, ACQ: 1974; A/B VOLVO-PENTA, P.O. BOX 392, GOTHENBURG, SWEDEN, DIESEL ENGINES, ACQ: 1956; ASEA S 721 83 VASTERAAS, SWEDEN, ELECTRICAL EQUIPMENT, ACQ: 1969; UNCLASSIFIED

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DUMEX LIMITED, 37 PRAGS BOULEVARD, COPENHAGEN, DENMARK, FINE CHEMICALS, ACQ: N/A; POCLAIN S.A., 60330 LE PLESSIE BELLEVILLE, FRANCE, HYDRAULIC EXCAVATORS, ACQ: 1974; A.E. AUTO PARTS LTD., P.O. BOX 10, LEGRAMS LANE, BEDFORD, BD7 1 NQ, U.K., ENGINE PARTS, ACQ: 1969; CONTINENTAL GUMMI-WERKE A/G., P.O. BOX 169, 3 HANNOVER, GERMANY, TIRES AND RUBBER PRODUCTS, ACQ: N/A; PIAGGIO & C, S.P.A., VIA ANTONIO CENCHI 6, 16129 GENOA, ITALY, VESPA SCOOTERS, ACQ: 1968;

LUCAS SERVICE OVERSEAS LTD., 46 PARK STREET, LONDON, W. 1,
U.K., AUTOMOTIVE SPARE PARTS AND ACCESSORIES, ACQ: 1948; S.K.F.,
S-415 50 GOTHENBURG, SWEDEN, BALL AND ROLLER BEARINGS,
ACQ: N/A.

21. THIS IS A BRANCH OFFICE OF AKTIESELSKABET DET STASIATISKA
KAMPAGNI (THE EAST ASIATIC CO., LTD.) OF COPENHAGEN, DENMARK,
WHICH WAS INCORPORATED IN 1897 WITH AN AUTHORIZED CAPITAL
OF D.KR. 500,000,000. (ABOUT \$8.2 MILLION). THE BANGKOK
BRANCH WAS FOUNDED AS AN OUTGROWTH OF ANDERSON & CO., WHICH
CAME TO THAILAND IN 1884. THE EAST ASIATIC COMPANY (EAC) IS
A GENERAL IMPORTER AND EXPORTER OF A WIDE VARIETY OF PRO-
DUCTS, SUCH AS PRINTING PRESSES, MOTOR SCOOTERS, GASOLINE
AND DIESEL MARINE ENGINES, BALL AND ROLLING BEARINGS, AUTO-
MOTIVE TIRES, INDUSTRIAL TRUCKS, CONSTRUCTION AND MATERIAL
HANDLING MACHINERY AND EQUIPMENT, PAINTS, PHARMACEUTICALS,
INDUSTRIAL CHEMICALS, RICE, TIMBER, COCONUT FIBER, AND
ACTS AS SHIPPING AGENT.

EAC IS AFFILIATED WITH OR HAS AN INVESTMENT INTEREST IN
THE FOLLOWING BUSINESSES:

1. THAI INDUSTRIAL ADVANCEMENT CO., LTD., A FINANCE COMPANY,
UNDERTAKES FINANCING OF HIRE-PURCHASE CONTRACTS FOR EQUIP-
MENT SOLD BY EAC.
2. THE EAST ASIATIC COMPANY (BROKERS) LTD. ACTS AS BROKERS
FOR GUARDIAN ASSURANCE COMPANY LIMITED.
3. ASSOCIATED BATTERY MANUFACTURERS (THAI) LTD., A JOINT
VENTURE BETWEEN VARIOUS BATTERY MANUFACTURERS IN WHICH
EAC PARTICIPATES WITH A MINOR SHAREHOLDING.
4. DUMEX LIMITED OPERATES A PHARMACEUTICAL FACTORY.
5. THAI COCONUT INDUSTRIES LTD. OPERATES TWO FACTORIES
IN SOUTHERN THAILAND, PRODUCING COCONUT FIBER.
6. THAI DAN CORPORATION LIMITED, A JOINT VENTURE OF EAC AND
THAI INTERESTS AND IS ACTING AS CONSULTANTS FOR ENGINEERING
AND CONSTRUCTION COMPANIES, WHICH PARTICIPATES IN LARGE
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SCALE PROJECTS.

7. CHRISTIANI & NIELSEN (THAI) LTD., A WELL KNOWN THAI-
DANISH CONSTRUCTION CONTRACTOR.
THE BUSINESS APPEARS TO BE WELL ORGANIZED AND CAPABLY MANAGED
BY A GROUP OF DANISH BUSINESSMEN AND ALSO HAS ESTABLISHED
AN EXCELLENT REPUTATION IN LOCAL BUSINESS CIRCLES. BANKING
SOURCES REPORT FIRM'S FINANCIAL STANDING IS SOUND, THAT
FIRM IS REPUTABLE AND CONSIDERED GOOD FOR ITS BUSINESS EN-
GAGEMENTS. POST HIGHLY RECOMMENDS THIS SUBJECT FIRM AS A
SUITABLE TRADING PARTNER FOR U.S. FIRMS.

22. PREPARED BY: S. SAMRAN APPROVED BY: THOMAS C. STAVE
AT: AMEMBASSY BANGKOK
WHITEHOUSE

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NNN

Message Attributes

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Disposition Authority: n/a
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Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
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